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By:

Kevin L. McNeill

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Safwan Shah et al.

Application No.: 09/944,626

Filed: August 30, 2001

For: ACTIVE PROFILING SYSTEM
FOR TRACKING AND QUANTIFYING
CUSTOMER CONVERSION
EFFICIENCY

Customer No.: 20350

Confirmation No. 9256

Examiner: Ly, Anh

Technology Center/Art Unit: 2162

AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE EXAMINING
GROUP 2162

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Sir:

In response to the Final Office Action mailed January 25, 2005 on the above-referenced application, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the Listing of Claims that begins on page 2 of this paper.

Remarks begin on page 10 of this paper.